



**KNXV-TV
PHOENIX**

ORDER

Print Date 07/13/12 Page 1 of 3

Flight Dates 07/09/12-07/16/12

Contract / Revision 303933 /

Product
Wil Cardon for Senate 2012

Original Date / Revision
07/06/12 07/13/12

Agency Com 15%
Billing Contact

Advertiser Cardon / Republican / Senat

**PO Box 288
Alexandria, VA 22313**

Agency Media Placement Technolog

Buying Contact

**500 N Washington Street - Suite #31
Alexandria, VA 22314**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:05:00

Estimate # TV: 7090716 :30's

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

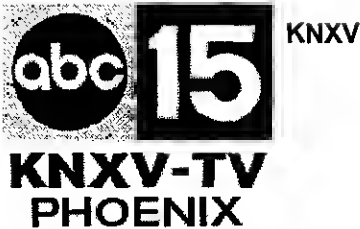
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	82	\$32,640.00	\$38,400.00	0.00	06/25/12	07/16/12	82	\$32,640.00	\$38,400.00
Totals	82	\$32,640.00	\$38,400.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	07/09/12	07/13/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22112--	:30	8	\$125.00	P-3	0.00	NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/09/12	07/15/12	22112--	8		\$125.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/09/12-07/15/12		M-F 5-6am		5am-6am	MTWThF----	:30		(\$125.00)		0.00	NM		
See MG 1.9, 1.10 [no copy yet MJ 7/6]															
2	KNXV	07/09/12-07/15/12		M-F 5-6am		5am-6am	MTWThF----	:30		(\$125.00)		0.00	NM		



Contract / Revision 303933 Flight Dates 07/09/12-07/16/12

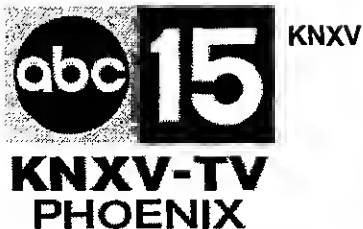
Hiatus Dates

Original Date / Revision 07/06/12/ 07/13/12

Order Sep 00:05:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 6	KNXV	07/16/12	07/16/12	M-F 7-9am M-F 7-9am	CM	7am-9am	2-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	2-----					2	\$225.00		0.00			
N 7	KNXV	07/15/12	07/15/12	Su 6-7am GMA Su 6-7am Good Morning /	CM	6am-7am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S					1	\$150.00		0.00			
N 8	KNXV	07/09/12	07/13/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$400.00	P-6	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$400.00		0.00			
N 9	KNXV	07/16/12	07/16/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 10	KNXV	07/09/12	07/13/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$200.00		0.00			
N 11	KNXV	07/16/12	07/16/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	1-----	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$200.00		0.00			
N 12	KNXV	07/09/12	07/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$400.00	P-6	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$400.00		0.00			
N 13	KNXV	07/16/12	07/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 14	KNXV	07/09/12	07/13/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$600.00		0.00			
N 15	KNXV	07/16/12	07/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 16	KNXV	07/14/12	07/14/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----1-					1	\$250.00		0.00			
N 17	KNXV	07/15/12	07/15/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----1	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----1					1	\$250.00		0.00			
N 18	KNXV	07/09/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$800.00		0.00			



Contract / Revision 303933 Flight Dates 07/09/12-07/16/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/13/12

Order Sep 00:05:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 18	KNXV	07/09/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	11111--			5		\$800.00		0.00				
N 19	KNXV	07/16/12	07/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	1-----			1		\$750.00		0.00				
N 20	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----1-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	-----1-			1		\$450.00		0.00				
N 21	KNXV	07/13/12	07/13/12	Friday Prime B Primetime	CM	8pm-9pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	----F--			1		\$3,000.00		0.00				
N 22	KNXV	07/13/12	07/13/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	----F--			1		\$3,000.00		0.00				
N 23	KNXV	07/15/12	07/15/12	Sunday Prime A AFHV	CM	6pm-7pm	-----1	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	-----1			1		\$2,000.00		0.00				
N 24	KNXV	07/09/12	07/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$800.00	P-6	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	11111--			5		\$800.00		0.00				
N 25	KNXV	07/16/12	07/16/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	1-----			1		\$850.00		0.00				
N 26	KNXV	07/09/12	07/13/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	11111--			5		\$400.00		0.00				
N 27	KNXV	07/16/12	07/16/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	1-----			1		\$350.00		0.00				
N 28	KNXV	07/15/12	07/15/12	Su 4pm/430pm News Su 4pm/430pm News	CM	4-430pm/430pm-5p (4:00 PM-4:30 PM)	-----1	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	-----1			1		\$150.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KNXV	07/09/12-07/15/12	Su 4pm/430pm News	4-430pm/430pm(4:00 PM-4:30 PM)		P-----Su	:30		(\$150.00)		0.00	NM		
Credited															
N 29	KNXV	07/10/12	07/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-T-----	:30	1	\$800.00	P-6	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	-T-----			1		\$800.00		0.00				



KNXV

**KNXV-TV
PHOENIX**

Print Date: 07/13/12

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Contract / Revision **303933** Flight Dates **07/09/12-07/16/12**Hiatus DatesOriginal Date / Revision 07/06/12/ 07/13/12Order Sep 00:05:00Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 7090716 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N29	KNXV	07/10/12	07/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-T-----	:30	1	\$800.00	P-6	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/09/12 07/15/12 -T----- 1 \$800.00 0.00															
N30	KNXV	07/15/12	07/15/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
1 for 2 makegood; spots Madegood from order # 303931 1 for 2 makegood; spot madegood from order #303931 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/09/12 07/15/12 -----S 1 \$300.00 0.00															
Totals														82	\$38,400.00

*Tax 1 Note: Tax 0.5%.